

Figure 1

FIG. 2

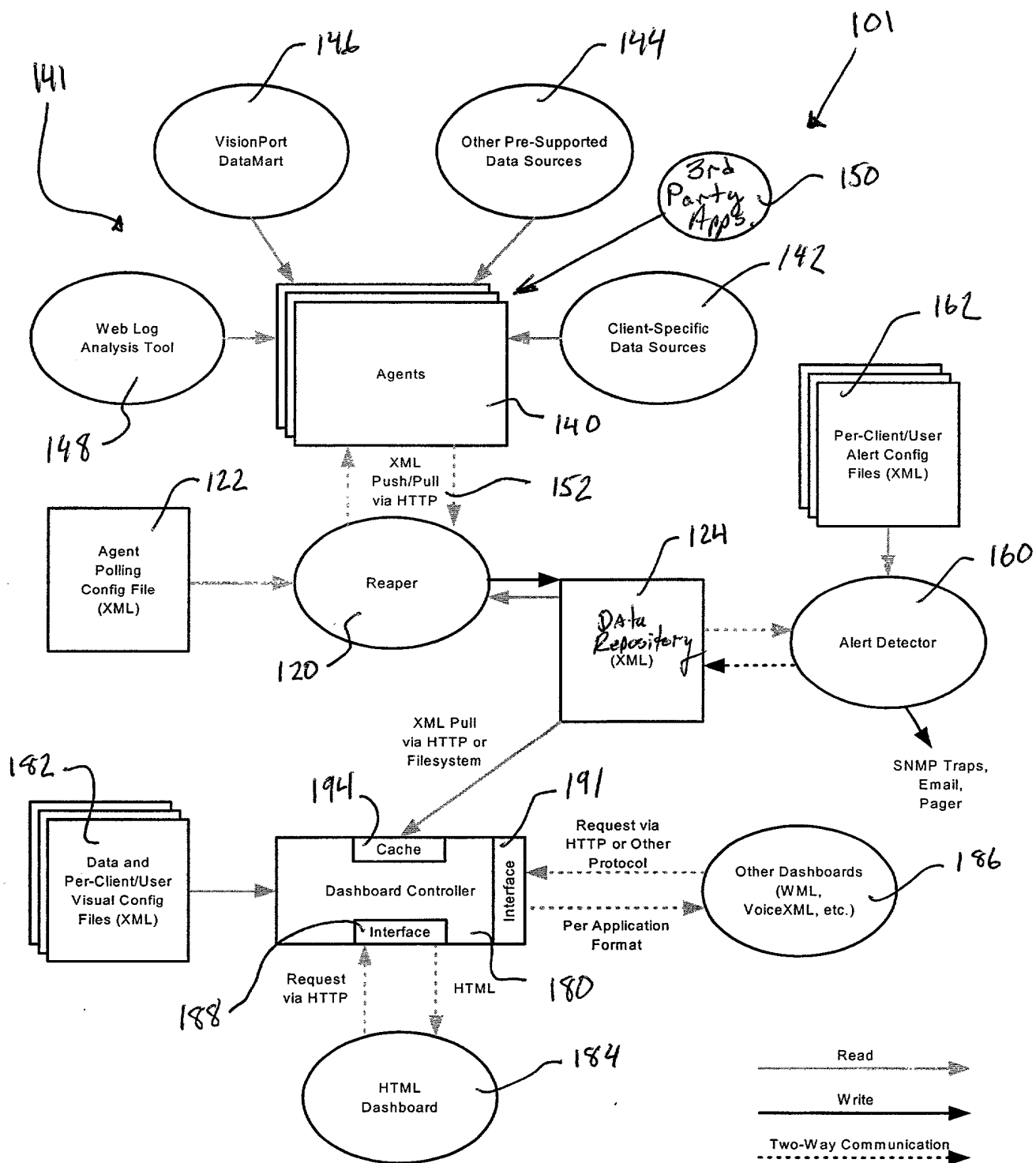


Figure 2

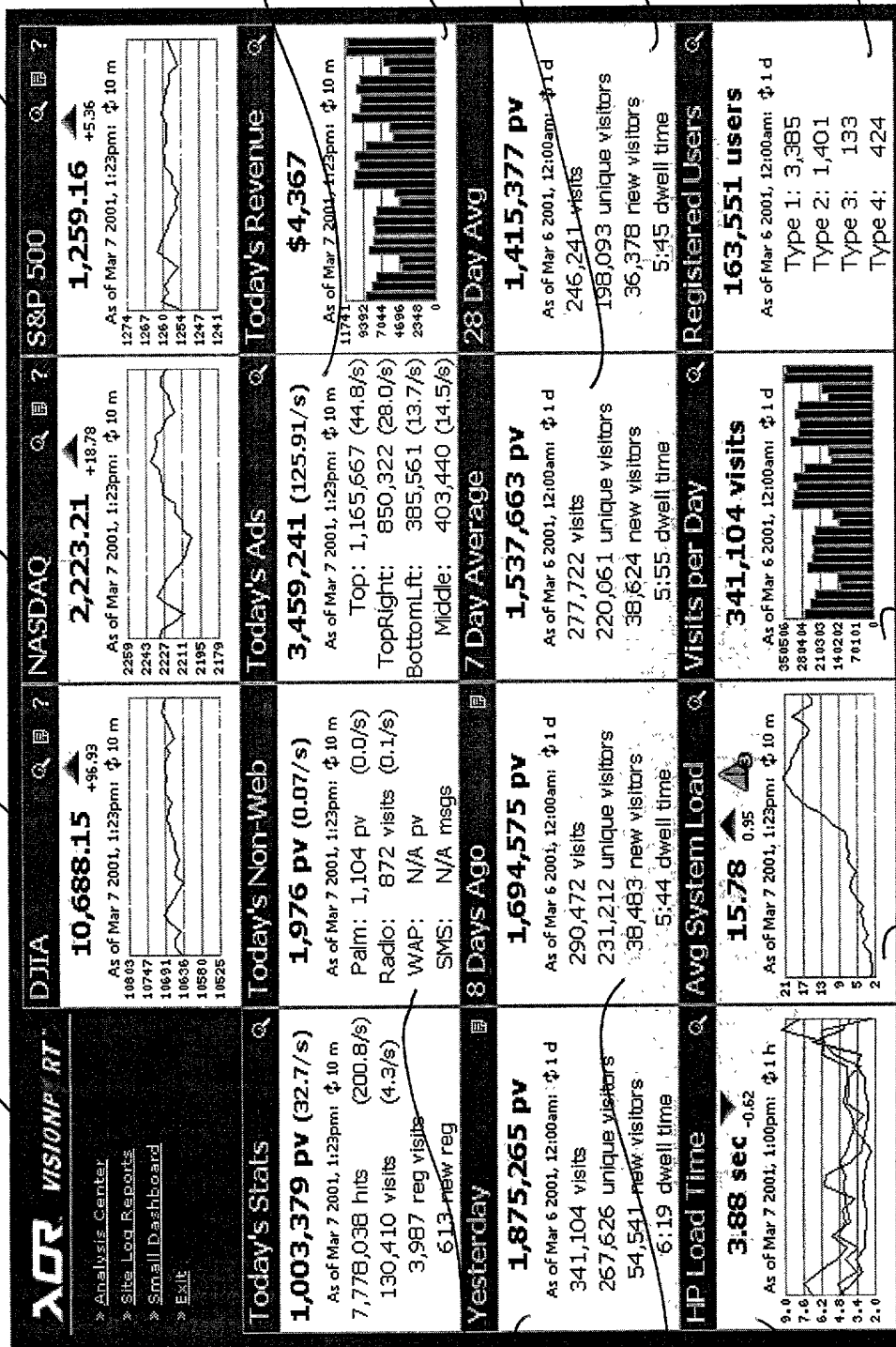


Figure 3

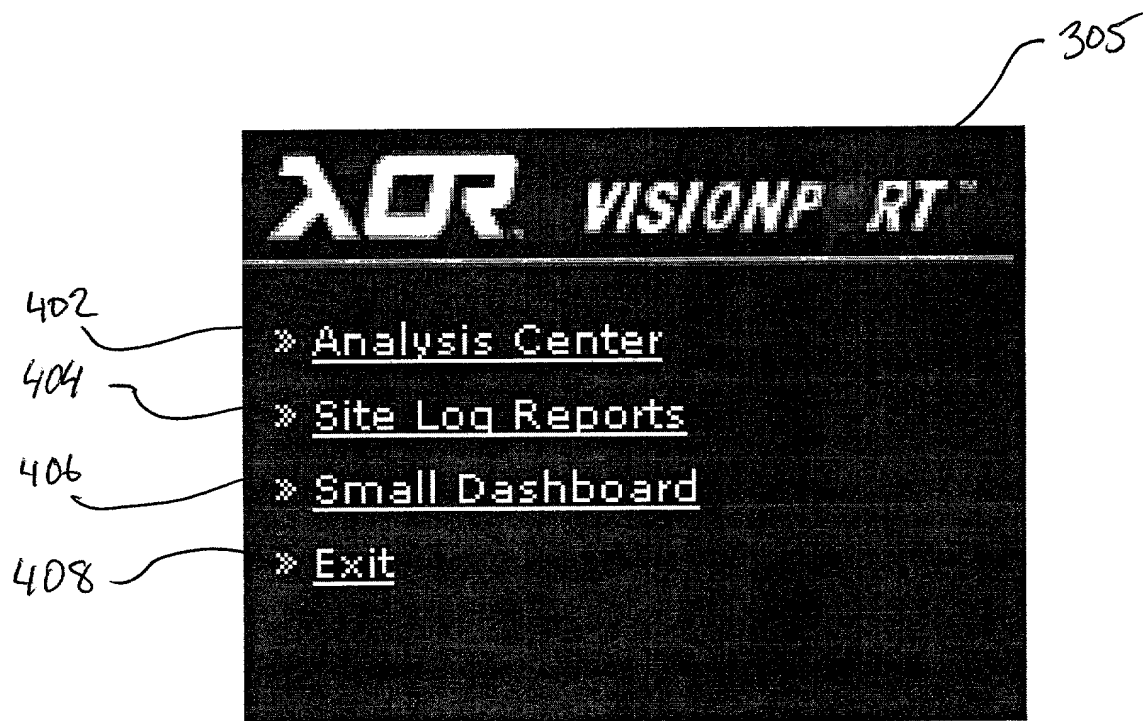


Figure 4

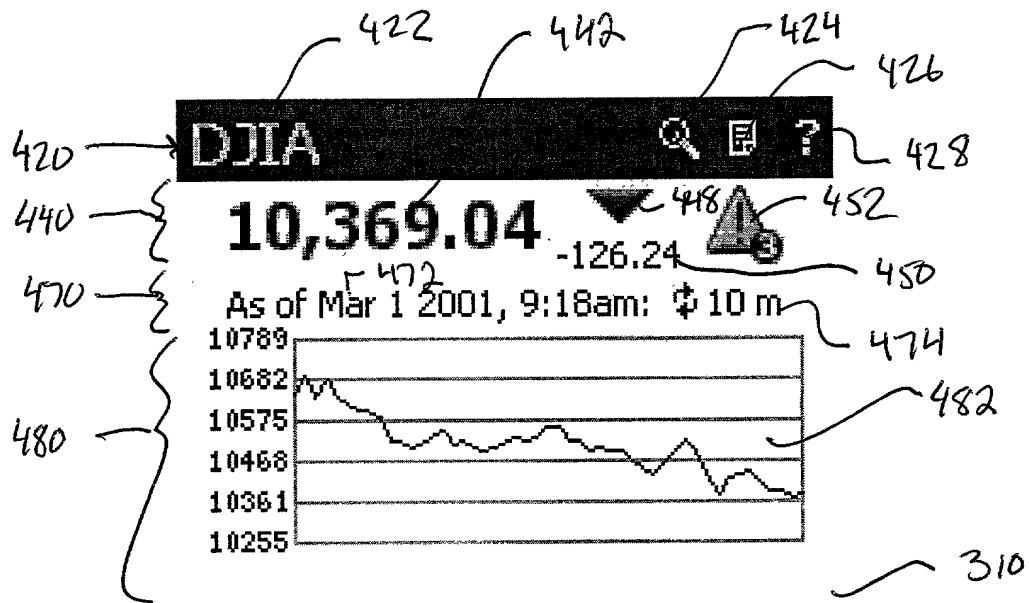


Figure 5

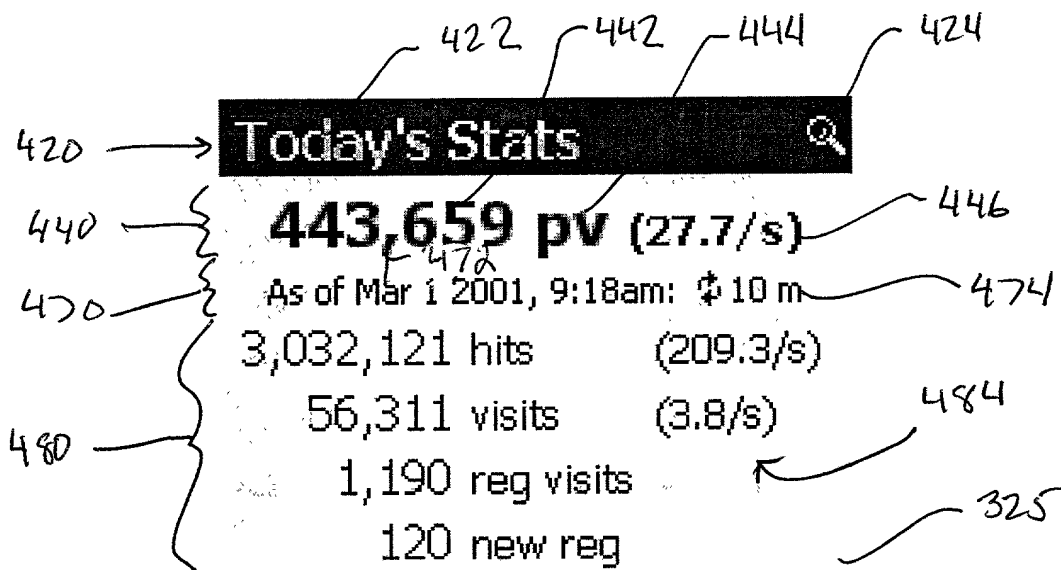


Figure 6

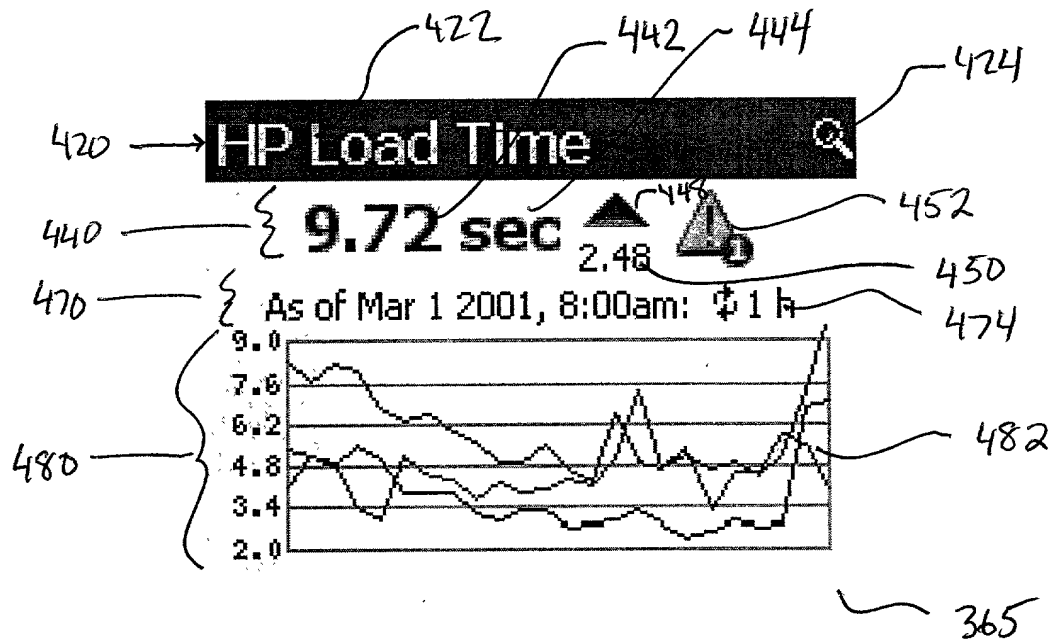


Figure 7

500

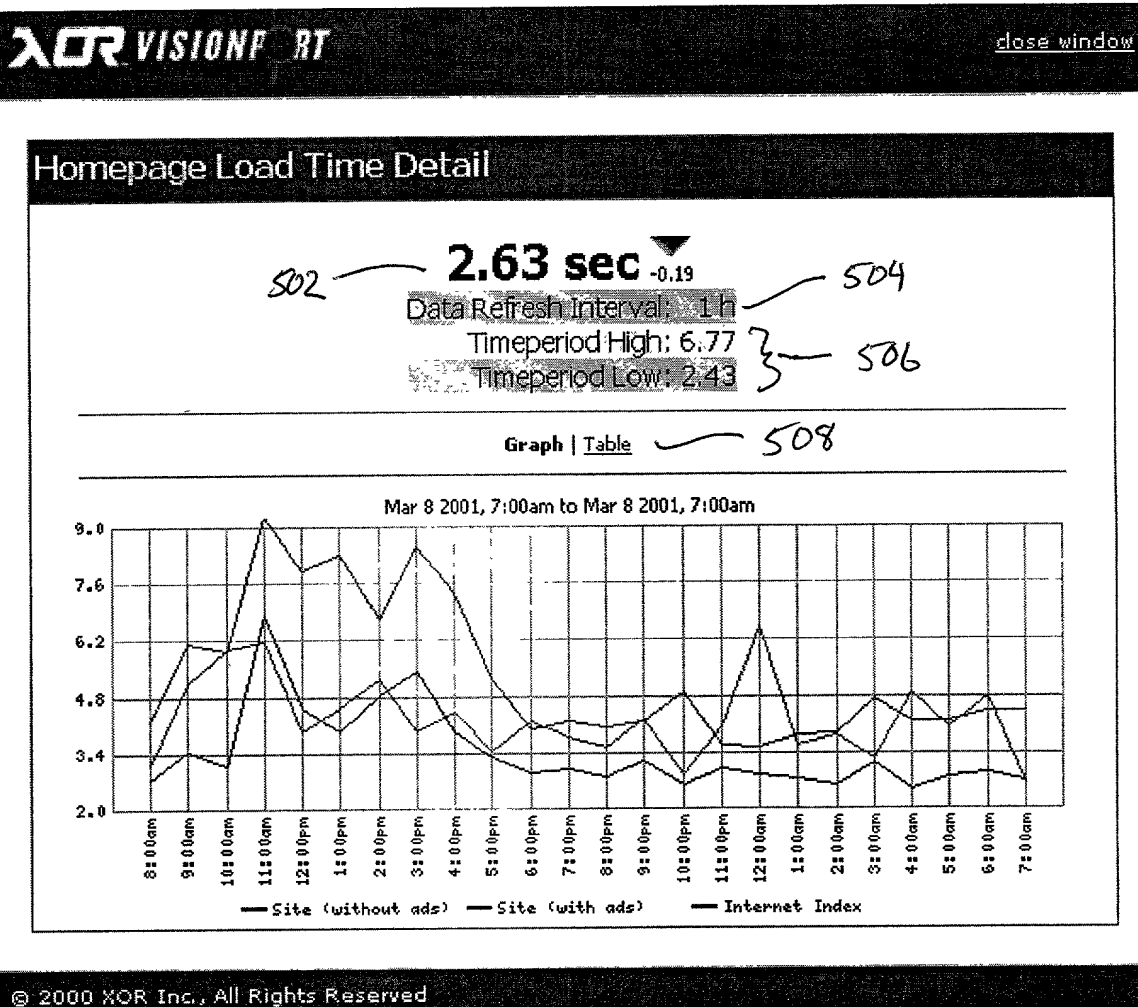


Figure 8

600 ↘

Homepage Load Time Chart

2.63 sec

-0.19

Data Refresh Interval: 1 h

Timeperiod High: 6.77

Timeperiod Low: 2.43

502

504

506

Graph | Table

508

Time	Site (without ads)	Site (with ads)	Internet Index
3/8/01 6:00am	2.63	4.40	2.62
3/8/01 5:00am	2.82	4.40	4.71
3/8/01 4:00am	2.75	4.12	4
3/8/01 3:00am	2.43	4.12	4.84
3/8/01 2:00am	3.11	4.68	3.21
3/8/01 1:00am	2.53	3.86	3.80
3/8/01 12:00am	2.68	3.78	3.53
3/7/01 11:00pm	2.80	3.49	6.45
3/7/01 10:00pm	2.96	3.55	3.97
3/7/01 9:00pm	2.53	4.85	2.80
3/7/01 8:00pm	3.16	4.15	4.19
3/7/01 7:00pm	2.76	4.01	3.47
3/7/01 6:00pm	2.93	4.14	3.75
3/7/01 5:00pm	2.85	3.92	4.15
3/7/01 4:00pm	3.22	5.18	3.39
3/7/01 3:00pm	3.90	7.32	4.37
3/7/01 2:00pm	5.37	8.46	3.90
3/7/01 1:00pm	4.77	6.69	5.17
3/7/01 12:00pm	3.88	8.24	4.50

Figure 9

700 2

Ads Served Detail

3,997,586

502

Data Refresh Interval: 10 m

504

512

Ad Position	Today
Bottom:	1,026
BottomLeft:	486,738
Left1:	126,378
Left3:	129,380
Middle:	499,854
Position1:	40,723
Top:	1,488,759
TopLeft:	60,223
TopRight:	1,164,505

Figure 10

Sample Dashboard - Association View

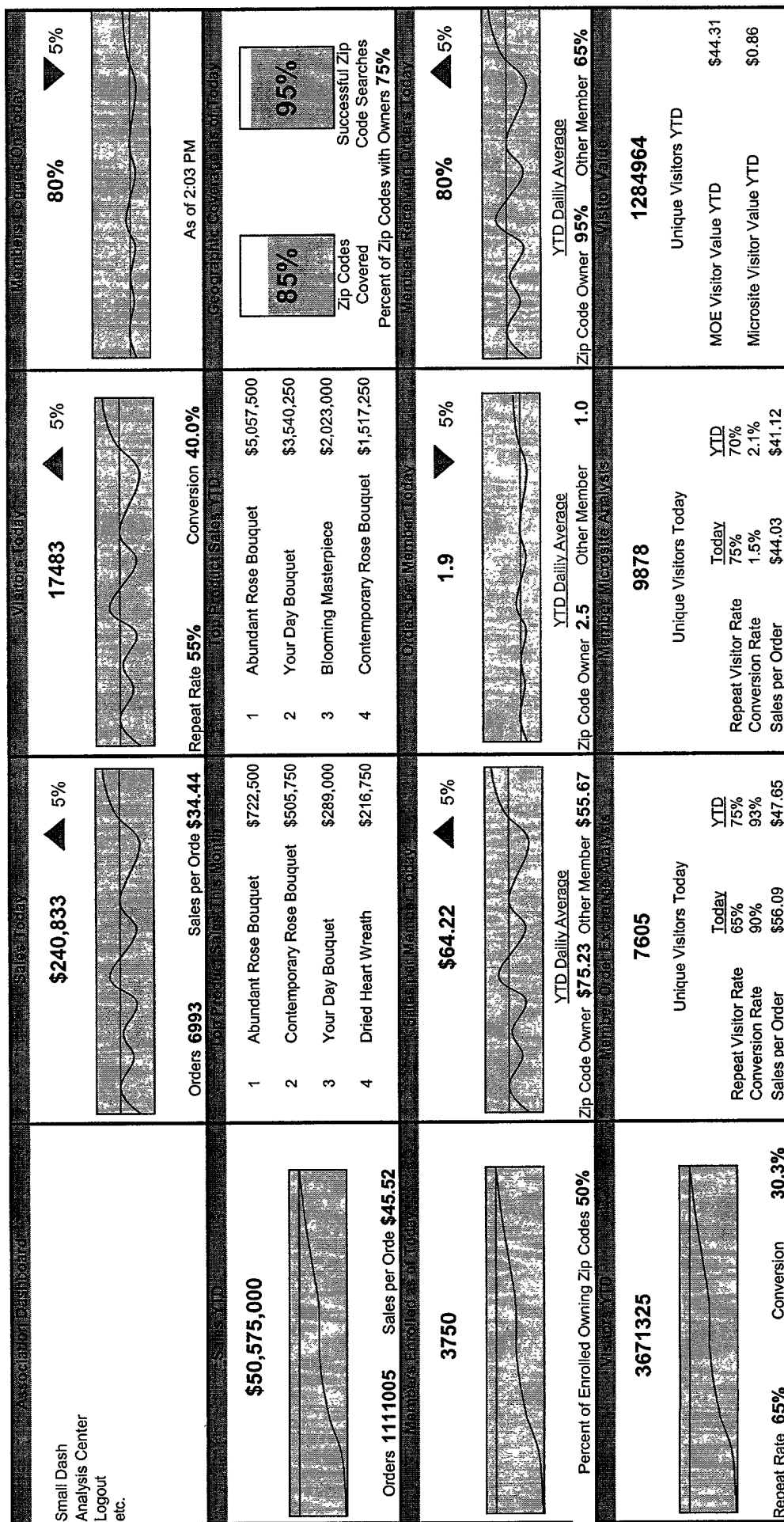


Figure 11

Sample Dashboard - Franchise View

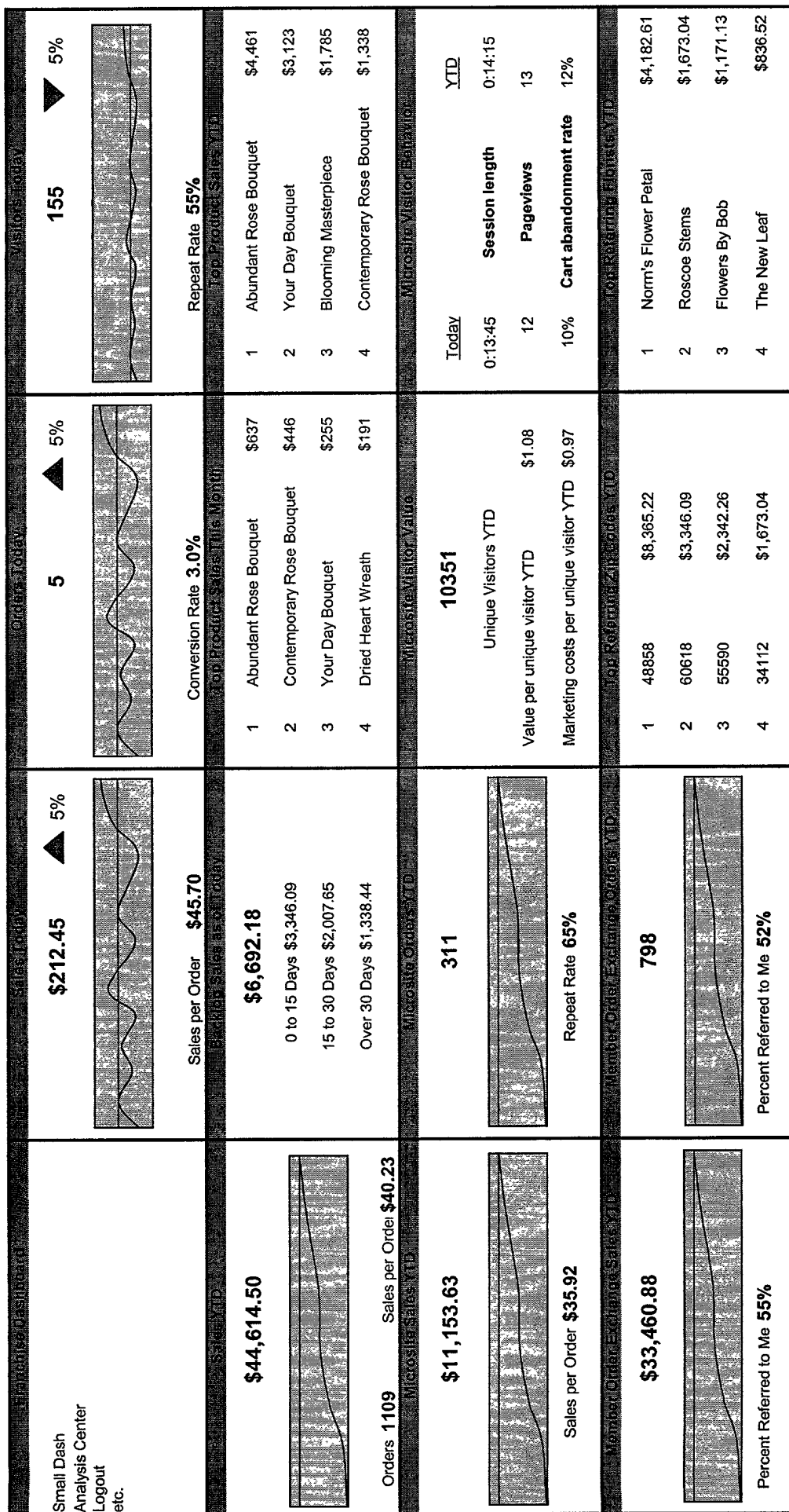


Figure 12